



SAPPHIRE
A W A R D

Blue Cross and Blue Shield of Florida Foundation

Sapphire Award Symposium and Presentation

Recognizing Excellence in Community Health

February 17, 2012



FLORIDA

Foundation

Blue Cross and Blue Shield of Florida Foundation is an independent
Licensee of the Blue Cross and Blue Shield Association.



2012 Sapphire Award Symposium & Presentation

Wyndham Grand Orlando Resort, Bonnet Creek
14651 Chelonia Parkway
Orlando, FL 32821



FRIDAY, FEBRUARY 17, 2012

7:30 am	Registration Opens	Grand Foyer
7:30 am – 8:30 am	Breakfast	Ponce de Leon Ballroom
8:30 am – 9:00 am	Welcome & BCBSF Foundation Update	Ponce de Leon Ballroom
9:00 am – 9:30 am	Morning Plenary: The Safety Net Landscape in an Evolving World	Ponce de Leon Ballroom
9:30 am – 9:45 am	Break	
9:45 am – 10:45 am	Breakout Sessions I	
	Session A: Health Literacy	Voyage
	Session B: Sustainability for Nonprofits	Journey A & B
	Session C: Health Care Reform	Discovery A & B
	Session D: Mobile Health	End of Ponce de Leon Foyer (Outside)
10:45 am – 11:00 am	Break	
11:00 am – 12:00 pm	Breakout Sessions II	
	Session A: Health Literacy	Voyage
	Session B: Sustainability for Nonprofits	Journey A & B
	Session C: Health Care Reform	Discovery A & B
	Session D: Mobile Health	End of Ponce de Leon Foyer (Outside)
12:00 pm – 12:15 pm	Break	
12:15 pm – 1:00 pm	Sapphire Award Luncheon	Ponce de Leon Ballroom
1:00 pm – 2:30 pm	Sapphire Award Presentation	Ponce de Leon Ballroom

MEETING SPACE

Ponce de Leon Ballrooms

1 2 3 4 5 6 7

8 Bimini Board Room

9 Voyage Room

10 Discovery Room A

11 Discovery Room B

12 Journey Room A

13 Journey Room B

23 Bonnet Creek Board Room

FOOD & BEVERAGE

14 Tesoro Cove

15 Back Bay Pool Bar & Grill

20 The Barista

30 Bar 1521

31 Deep Blu Seafood Grille

RECREATION & GUEST SERVICES

16 Pool Concierge

17 Fire Pit

18 Blue Harmony Spa

19 Fitness Room

20 Rec Room

21 Arcade

22 Kids Club

24 Gift Shop

25 Registration

26 Luggage Assistance

27 Concierge

28 Gallery

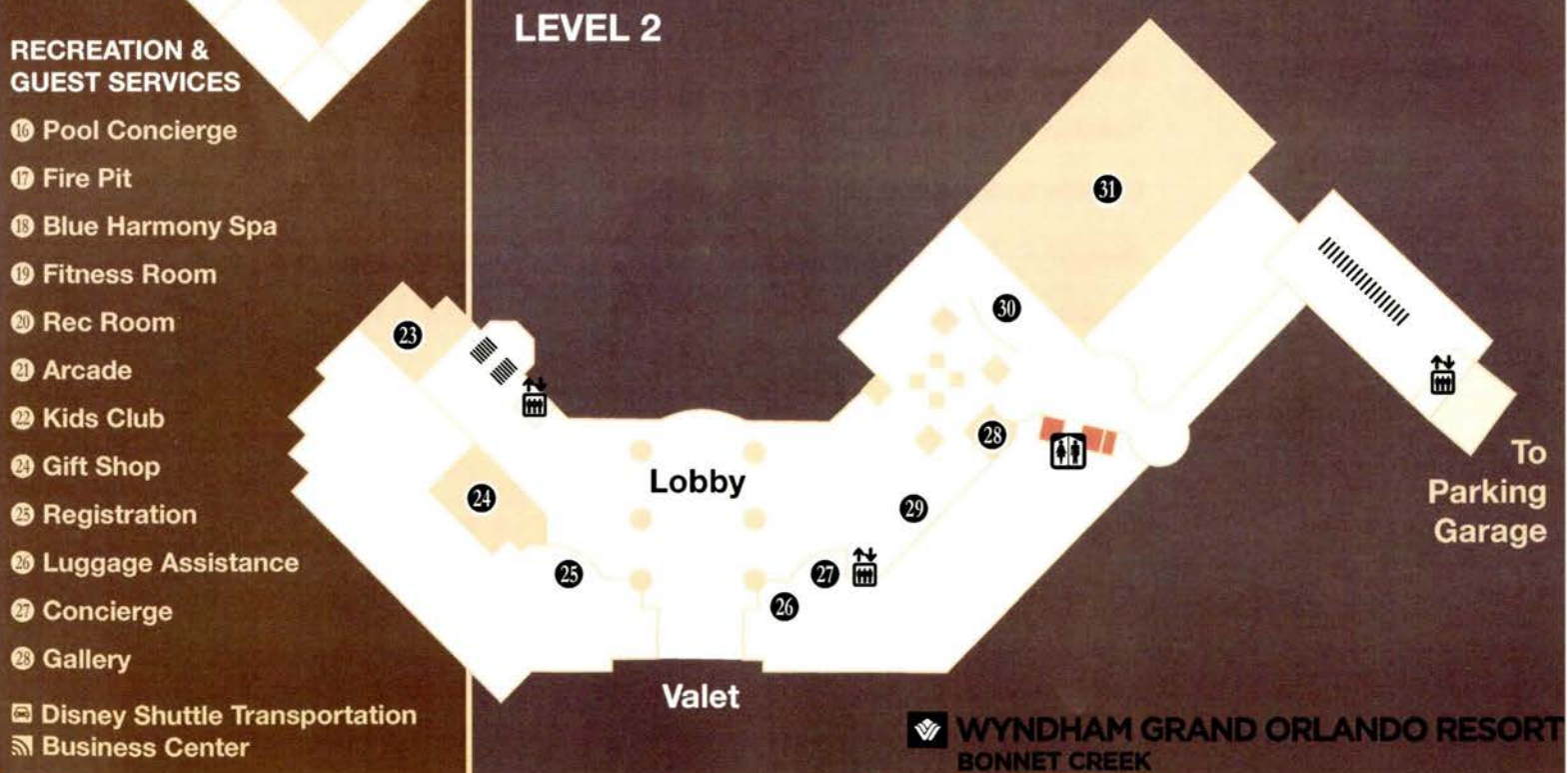
Disney Shuttle Transportation

Business Center

LEVEL 1



LEVEL 2



WYNDHAM GRAND ORLANDO RESORT
BONNET CREEK



Congratulations to the 2012 Sapphire Award Honorees.

For more than a decade, the Blue Cross and Blue Shield of Florida (BCBSF) Foundation has been committed to improving the health and well-being of Floridians and their communities through strategic grantmaking to nonprofits in all 67 Florida counties. The Sapphire Award embodies our desire to recognize excellence among organizations, programs and individuals that have made a significant, positive impact on health-related outcomes for Florida's at-risk people and communities.

The 2012 Sapphire Award honorees are representative of the best organizations, programs and individuals impacting community health today. Each demonstrates excellence and serves as a model for others to emulate.

The characteristics that the 2012 Sapphire Award honorees possess are vast and laudable. The honorees are creative and passionate, selflessly and skillfully addressing their community's needs with unmatched dedication and courage. The honorees listen to their clients, continuously refine their efforts and incorporate best practices to improve the lives of their fellow Floridians. As a group, they have successfully overcome obstacles to serve the community and champion better health.

We salute our Sapphire Honorees.



Schedule of Events

Sapphire Award Symposium and Presentation Friday, February 17, 2012

7:30 a.m.	Registration Opens
7:30 a.m. – 8:30 a.m.	Breakfast
8:30 a.m. – 9:00 a.m.	Welcome Cyrus M. Jollivette - Chair, Blue Cross and Blue Shield of Florida Foundation Board of Directors Blue Cross and Blue Shield of Florida Foundation Overview Susan B. Towler - Vice President, Blue Cross and Blue Shield of Florida Foundation
9:00 a.m. – 9:30 a.m.	Morning Plenary Session - The Safety Net Landscape in an Evolving World Leighton Ku, Ph.D., M.P.H. - Director, Center for Health Policy Research, The George Washington University
9:30 a.m. – 9:45 a.m.	Break
9:45 a.m. – 10:45 a.m.	Breakout Session 1
10:45 a.m. – 11:00 a.m.	Break
11:00 a.m. – 12:00 p.m.	Breakout Session 2
12:00 p.m. – 12:15 p.m.	Break
12:15 p.m. – 2:30 p.m.	Sapphire Award Presentation Lunch Served Introductions Susan B. Towler - Vice President, Blue Cross and Blue Shield of Florida Foundation Welcome, Pledge of Allegiance and Invocation Tony Jenkins - Central Florida Market President, Blue Cross and Blue Shield of Florida BCBSF, Committed to the Community Patrick J. Geraghty - Chairman and CEO, Blue Cross and Blue Shield of Florida Awards Presentation R. Paul Duncan, Ph.D. - Chair, 2012 Sapphire Award Selection Committee Susan B. Towler - Vice President, Blue Cross and Blue Shield of Florida Foundation - Individual Honorees - Program Honorees - Organization Honorees



Featured Speakers

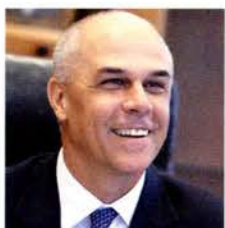
Keynote Speaker

Leighton Ku, Ph.D., M.P.H. – Director, Center of Health Policy Research, The George Washington University



Dr. Ku has conducted research regarding the health safety net, health access for vulnerable populations and Medicaid for more than 20 years. Over his career, he has been a researcher, a policy and budget analyst, an advocate and a government official. Recently, he led studies regarding the coordination of safety net providers, the cost-effectiveness of community health centers and the role of safety net providers after health reform in Massachusetts. Over his career, he has worked closely with health centers, safety net hospitals and managed care plans, as well as Medicaid agencies. He has testified before Congress and several state

legislatures on these issues, as well as authored or co-authored more than 200 papers and reports. He currently directs a research center with over 50 faculty and staff, representing multiple disciplines including: health policy and health services, medicine, economics, nursing, health law and other fields. Before joining the faculty of The George Washington University, he was on the staffs of the Center on Budget and Policy Priorities and the Urban Institute. His doctorate in health policy is from Boston University.



Patrick J. Geraghty is chairman and chief executive officer of BCBSF. Prior to joining BCBSF in 2011, Geraghty was president and CEO of Blue Cross and Blue Shield of Minnesota (BCBSMN), where he also served on the company's board of trustees and the BCBSMN Foundation board. Geraghty has served as senior vice president of the service division for Horizon Blue Cross and Blue Shield of New Jersey. His experience also includes senior leadership positions with Prudential Insurance Company and as a senior leader for teams in health care management, marketing and operations.

Throughout his career, Geraghty has been active in community and professional organizations. He is a board member for a diverse group of organizations, including serving on the advisory panel of the Deloitte Center for Health Care Solutions as well as the National Institute of Health Care Management (NIHCM), TriWest Healthcare Alliance and Prime Therapeutics. In addition, Geraghty chaired the Minnesota chapter of CEOs Against Cancer and was selected the National CEO of the Year for 2011 by the American Cancer Society.



Susan B. Towler is BCBSF Foundation vice president. She is also executive director of community affairs for BCBSF and has responsibility for the company's community investment programming. She serves on the board of directors for several nonprofits. In addition, Towler serves on the Governor's Commission on Volunteerism and Community Service and is the chair-elect for Leadership Florida.



Breakout session 1 – 9:45 a.m. – 10:45 a.m.

Breakout session 2 – 11 a.m. – 12 p.m.

Breakout sessions are concurrent. All breakout sessions from Session 1 will be repeated during Session 2.

Session A: Voyage Conference Room

Health Literacy: The building blocks of good health outcomes

Learn about a free and available health literacy curriculum, “Staying Healthy,” developed by the Florida Literacy Coalition, and how organizations across Florida, as well as the United States, are using it to educate vulnerable populations on the health system and how to live healthier lives. The session will also feature information on BCBSF’s Health Literacy Grants Initiative and student outcomes realized by participating programs.

Moderator

Margaret D. Larkins-Pettigrew, M.D., is assistant professor and director of global health in the Department of Obstetrics and Gynecology and Reproductive Biology at Case Western University School of Medicine in Cleveland, Ohio. In addition to her commitment to local health issues, Dr. Pettigrew is an expert in the management of HIV-positive women, obstetric emergencies and pre-term labor in under-resourced settings.

Panelists

Jeff Burkhart is executive director of Literacy Network of Dane County in Madison, Wis. He is an expert in fostering organizational learning, developing strategies for learner motivation, transfer of learning techniques and understanding communication styles.

Chenits Pettigrew, Jr., Ed.D., is assistant dean for student affairs and director of diversity programs and instructor in the Department of Medicine, University of Pittsburgh School of Medicine. Dr. Pettigrew presents and teaches on the social determinants of health.

Greg Smith is executive director of the Florida Literacy Coalition (FLC). The coalition provides a range of services to support more than 300 adult education, literacy and family literacy providers.



Breakout session 1 – 9:45 a.m. – 10:45 a.m.

Breakout session 2 – 11 a.m. – 12 p.m.

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Session B: Journey Conference Room

Sustainability for Nonprofits: A conversation with grantmakers

Join us for a discussion with grantmakers from across the state that will provide helpful hints and insights into their grantmaking activities. Participants will detail how their organizations prefer to be approached by grantseekers and what they like (and do not like) to see in submitted proposals. They will also share a few words on how they see the current economic situation affecting grantmaking. This facilitated, peer-to-peer conversation will be a great way to explore the principles of effective grantwriting in a relaxed learning environment.

Moderator

Velma Monteiro-Tribble is director of grants and programs for the BCBSF Foundation. She brings tremendous experience and knowledge of foundations, philanthropy, leadership, management, grantmaking systems and the for-profit, nonprofit, public and education sectors to the BCBSF Foundation.

Panelists

Eileen Coogan Boyle is president and CEO of Allegany Franciscan Ministries, a nonprofit Catholic organization providing grants to organizations in South Florida. In 2011, Allegany awarded \$6 million in grants.

Patricia A. Maddox is president and CEO of the Winter Park Health Foundation. She is active in the health and health care community serving on the UCF College of Health and Public Affairs Executive Committee and Advisory Board, in addition to others.

Javier Alberto Soto is the president and CEO of The Miami Foundation, a nonprofit helping others deepen the impact they make with philanthropy. Throughout his career he has worked on a wide range of public policy issues.



Breakout session 1 – 9:45 a.m. – 10:45 a.m.

Breakout session 2 – 11 a.m. – 12 p.m.

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Session C: Discovery Conference Room

Health Care Reform and What Lies Ahead: An outlook for health safety net providers

As it stands currently, the Patient Protection and Affordable Care Act (PPACA) significantly expands the government's role regarding the safety net through the expansion of Medicaid, subsidies for the purchase of private insurance and the funding of public health initiatives. However, the scale and pervasiveness of this legislation makes it impossible to predict the impact of implementation. Furthermore, political and legal challenges to the implementation, funding and constitutionality of the law present a significant cloud of uncertainty. This session will provide various perspectives on the potential impact of PPACA on the safety net and how safety net providers can better navigate this maze of uncertainty.

Moderator

Carl Patten is director, health care policy at BCBSF, overseeing the company's public policy positions. He is also responsible for informing internal and external key stakeholders about a range of public policy issues.

Panelists

Travis Coker is director, legislative affairs, Florida Association of Community Health Centers. Previously, he served in the Executive Office of the Governor for Governor Jeb Bush and spent several years as a policy and budget analyst focusing on public safety issues.

Stephen Dorage is a senior public health analyst for the Health Resources and Services Administration's (HRSA) Atlanta Regional Office. He has 23 years of experience working for the Department of Health and Human Services (DHHS), working with state and community-based health programs in the eight Southeastern states.

Kathy Holzer is vice president of health policy and advocacy at Florida Hospital Association. She has 25 years of health care experience. Holzer's nonhospital experience includes working with HMOs and other health care organizations as a consultant.

Phil Street is senior policy coordinator at the Florida Department of Health. His duties include analyzing Medicaid-related policy proposals and impact on the County Health Departments.



Breakout session 1 – 9:45 a.m. – 10:45 a.m.

Breakout session 2 – 11 a.m. – 12 p.m.

Breakout sessions are concurrent. All breakout sessions from Session 1 will be repeated during Session 2.

Session D: End of Ponce de Leon Foyer, outside

Exceptional Practices in Mobile Health: An interactive experience

According to a study by the Children's Health Fund and Marist College's Institute for Public Opinion, each year, nearly 3 million children miss at least one health care appointment because of transportation restrictions – most miss two or more appointments – with one-third later requiring emergency room care. This session will showcase the exceptional primary, behavioral, dental and vision care being provided to Florida's at-risk children by three BCBSF grantees with attendees having an opportunity to tour all three mobile units.

Primary Care: Teen Xpress - Arnold Palmer Hospital for Children

Arnold Palmer Hospital for Children and Orlando Health, a community-owned and supported not-for-profit hospital system, serves Orange County's uninsured and underserved teens through the Teen Xpress mobile health unit. The program offers medical and mental health services.

Dental Care: Just for Grins - Children's Volunteer Health Network

Children's Volunteer Health Network (CVHN) operates "Just for Grins," a mobile dental program serving Okaloosa and Walton counties. The unit travels to area schools and provides preventative dental care, dental treatment referrals and dental health education to pre-qualified school children.

Vision Care: Vision Mobile – Florida's Vision Quest

Florida's Vision Quest, a not-for-profit, public children's charity, permanently impacts the lives of Florida's most vulnerable children who can't see clearly enough to read and can't afford suitable eye care by providing free eye exams and quality new eyeglasses.



2012 Sapphire Award Honoree

Individual



Charles S. Mahan, M.D.

*Dean and Professor Emeritus, University of South Florida, College of Public Health,
The Lawton and Rhea Chiles Center for Healthy Mothers and Babies*

Dr. Charles S. Mahan's colleagues consider him to be the champion of maternal and child health in Florida and a national leader in the field as well. Mahan founded The Lawton and Rhea Chiles Center at the University of South Florida (USF) where he is currently Professor Emeritus, to ensure intervention and implementation science for maternal and child health continues in the future.

Prior to his work at USF, Mahan was Florida's State Health Officer under Governor Lawton Chiles' leadership. In this role he implemented the first accountability measurement system for county health departments to identify their level of effectiveness and appropriate use of public funds. He substantially strengthened public health data systems to analyze birth and other health outcomes to identify where attention was needed. These efforts led to the creation of Florida Charts.

Mahan had an understanding that low-income, rural and minority neighbors were not receiving equal health care access. While working as Florida's State Health Officer, he established the Healthy Mothers, Healthy Babies initiative to develop quality prenatal and maternal health care for all women, especially minority and uninsured women.

Mahan was also influential in expanding the Medicaid income eligibility threshold for pregnant women from 100 to 185 percent of the Federal poverty rate. This greatly increased the number of women who could be served. In addition, he was able to persuade the Florida Legislature to increase Medicaid reimbursement rates that expanded the number of obstetricians willing to serve low-income women.

Mahan recognized that improving birth and maternal health outcomes requires community engagement and was instrumental in forming Florida's Healthy Start Program to address these needs. This program established 30 coalitions throughout Florida to develop maternal and child health service delivery and fund allocation plans based on local issues and conditions. Healthy Start created better care for expectant mothers and infant children, resulting in a decrease in Florida's infant mortality rate. In the 1990s Florida's infant mortality rate finally measured below the national average for the first time. This innovative program was later implemented in other states.

"There is unlikely a community in Florida that has an organization dedicated to improving birth and child health outcomes that does not trace its existence back to Dr. Mahan," said Edward A. Feaver, a former colleague at USF.

Also, as the State Health Officer in the late 1980s and early 1990s, Mahan led the public health response to the HIV/AIDS outbreak when there was almost no public understanding of or support for responding to the disease. In fact, Mahan was responsible for securing the first Ryan White Act grant for Florida. Monies from the grant provide HIV-related services for those who do not have sufficient health care coverage or financial resources for coping with HIV.

In addition to Mahan's work in Florida, he directed national programs to improve maternal and child health outcomes. He is also currently the president of the National Board of Public Health Examiners (NBPHE), an organization he was instrumental in starting. NBPHE was the first organization to certify state and local public health agencies.

For more information about The Lawton and Rhea Chiles Center for Healthy Mothers and Babies, visit <http://health.usf.edu/publichealth/chilescenter> or call (813) 974-8888.



2012 Sapphire Award Honoree

Individual



Josephine Mercado

Founder and Executive Director, Hispanic Health Initiatives, Inc.

Josephine Mercado is considered to be "the first person to focus attention on a needs assessment for the Hispanic community" in Central Florida. When she arrived in Florida in 1999, she saw a great need for more timely and suitable medical care for the underserved in Central Florida, especially the Latino community. She founded Hispanic Health Initiatives, Inc. (HHI) to educate this underserved population and connect them with community organizations and government agencies that could assist the community in receiving the appropriate medical care. HHI focuses on providing these services in a culturally sensitive manner.

"Language and cultural barriers prevented access to health care for her neighbors," said Peter Willems, director of operations, HHI. "Her foresight has led to several, successful linguistic and culturally competent chronic disease education programs."

Mercado has a "take it to the community" philosophy. She believes education and assistance will be more readily accepted if offered in a style, place and time convenient to the community. For example, health messages and services from HHI are prepared in a linguistically correct and culturally sensitive manner for the predominantly Latino community. Information is presented and health screenings are conducted on Saturdays or evenings, when it is most convenient to the community. Other community organizations in Central Florida have been influenced by her approach.

Her collaboration with local health entities, including social service agencies, as well as private, nonprofit, government and nongovernmental agencies and others, has allowed HHI to thrive. With the collaboration of volunteer nursing students from the University of Central Florida (UCF), Mercado developed and started a health risk assessment program. Assessment participants receive glucose, cholesterol, Body Mass Index and vision screenings.

She has also implemented a Peer Health Educator program: a six-week chronic disease awareness training session for local community leaders who, upon completion, go back to their communities to teach friends, family members and neighbors about disease prevention and general health topics. As a result of this training, peer health educators have been able to ease language and cultural barriers, and significantly improve communications between the medical providers and the underserved members of their communities.

"It's Josephine's belief that medically disadvantaged communities need health literacy programs and activities where they can learn how to prevent and self-manage chronic disease, as well as how to navigate the health care system in order to play an active role at addressing their health disparities," said Willems.

Since the inception of HHI, more than 500,000 Florida residents have been served. Early detection screenings valued at more than \$400,000 have been conducted. In the future, Mercado would like to open a comprehensive community health and wellness center, focusing on linguistically and culturally competent health education, prevention skills and self-management of chronic disease.

For more information about Hispanic Health Initiatives, Inc., visit www.hhi2001.org or call (407) 339-2001.



2012 Sapphire Award Honoree

Individual



Richard C. Moss

Administrative Volunteer, Citrus County Family Resource Center

Richard Moss is committed to his community and improving the lives of those who are in need. One of Moss' greatest accomplishments was creating the Citrus County AIDS Coalition. His lifelong commitment to volunteering is vast.

"It is truly difficult to completely measure the total impact of Richard's work in Citrus County," said Lisa Strong, L.P.N., Citrus County Family Resource Center. "He is a visionary who takes an idea and makes it a reality."

When Moss created the Citrus County AIDS Coalition in 1993, misinformation about the disease was vast, and the community had few resources to learn more about the disease or receive support. Even more important to Moss was making sure that no person with AIDS felt alone, especially near the end of their battle with the disease. He started the coalition from the ground up. Within the first year, he had developed policies, procedures and a volunteer handbook, which, most importantly, allowed persons with AIDS to have a place to turn to for assistance, referral and support. The organization still supports the community today.

During this time, Moss was also on the administrative board for the Ryan White Consortium, which was directly responsible for allocating funds to AIDS service organizations and assisting patients in locating the necessary medical treatment and services in the area. Through this work, he was able to lobby the health department board of directors for funds to establish an AIDS clinic at the Citrus County Public Health Department.

One of Moss' proudest moments was creating the Sunshine Program more than 20 years ago. He established this program to create partnerships between home health care agencies, hospice and florists in the region. When a patient was having a hard time, a worker would contact their assigned florist to have a delivery sent to the patient to brighten their day. The program still operates today.

"For Richard, this program is about that one person receiving the flowers and having that little sense of joy in a time when what to come is inevitable," said Ginger West, executive director, Citrus County Family Resource Center and nominator.

In 2010, a foundation gave the Citrus County Family Resource Center a donation with simple instructions to provide mammograms and Pap smear testing. Moss, a volunteer at the center, took this direction, created guidelines for an innovative cancer screening program, and established partnerships with the proper medical services and hospitals in the area. The result of his amazing work was the establishment of the Connections Clinic, which to date, has screened over 60 patients and successfully referred 90 percent for mammograms, as well as follow-up care.

In addition to volunteering, Richard is studying full-time at the University of South Florida. As the administrative volunteer at the Citrus County Family Resource Center his duties include grantwriting, program development and administrative work. Richard's other work includes grant administration with the Boys and Girls Club, serving as an instructor for disaster services and sitting on the advisory board for the American Red Cross, Hernando Chapter. He has also volunteered with the United Way.

For more information about the Citrus County Family Resource Center, visit www.ccfrc.org or call (352) 344-1001.



2012 Sapphire Award Honoree

Program

Teen Xpress

Arnold Palmer Hospital for Children,
The Howard Phillips Center for Children & Families



Teen Xpress is a 40-foot mobile health unit staffed by a multidisciplinary team of professionals that provides comprehensive medical and mental health care, free-of-charge, to adolescents and teens at four public schools in two of Orlando's most impoverished communities – Parramore and Pine Hills – where 75 to 93 percent of the student populations qualify for free or reduced lunches.

- 93 percent of the students served by Teen Xpress live near or below the poverty level
- 55 percent reported that they had not seen a physician for over one year
- 45 percent have no insurance

The services are provided on school grounds and accessible during lunch, elective classes and immediately after the school day. The program also partners with a local YMCA so that students can access services when school is not in session.

By establishing local partnerships and a flexible system of care, Teen Xpress delivers health care excellence that exemplifies what it means to consistently put the patient first. The team's holistic approach to wellness provides a convenient model of care for youth who lack access to basic health resources.

Notable Achievements:

- Over 10,000 uninsured and underinsured adolescents who would not otherwise receive medical or mental health care received services since its inception 1997.
- 92 percent of teens seen for mental health issues improved their functioning scores on the Children's Functional Assessment Rating Scale and 76 percent demonstrated a decrease in their depression score.
- 86 percent of the youth that completed the six-week nutritional course as part of the Healthy Me Initiative increased their knowledge as shown through pre- and post-tests.
- 2010 recipient of the Promising Practices Award for Promoting Adolescents' Strengths sponsored by the American Academy of Pediatrics' Adolescent Health Partnership Project.

"Adolescence is a pivotal, critical time in a child's development and is marked by many physical and emotional changes and challenges. Teen Xpress gives kids a safe and special medical home to turn to when faced with a variety of health care concerns."

Marie Martinez, Operations Manager, The Howard Phillips Center for Children & Families

Services Provided:

- Primary and acute care
- Chronic disease management
- Immunizations
- Vision screenings
- Mental health counseling
- Nutritional education and counseling
- Case management services

For more information about this program, visit www.orlandohealth.com or call (407) 317-7430, x 2173.



2012 Sapphire Award Honoree

Program

Cared Vision Program

Vision is Priceless Council



The Cared Vision Program provides eye care to adults and children who have been identified as having a vision problem or signs of eye disease and do not have access to quality health care. Some patients may be eligible to receive part or all of these services at no cost, as a part of the Cared Vision Network. The program is a special cooperative effort between the Vision Is Priceless Council (VIP) and a growing network of local eye care professionals who've agreed to serve qualified clients free of charge.

Notable Achievements:

- Without the Cared Vision Program, the only program of its kind in Northeast Florida, individuals with no access to eye care would simply forgo vision care, and many would eventually lose their sight.
- In 2011, VIP formed partnerships with two corporations, Vistakon and Marco Ophthalmic, to offer free eye clinics in Jacksonville. Each business provides volunteer medical professionals and eye lanes with the most advanced equipment available at their facilities.
- The program serves uninsured patients needing more advanced care, like cataract surgery and laser treatments for retinal issues, at the Florida Retina Institute, Baptist Healthcare and St. Vincent's Healthcare.
- In 2012, VIP expects to provide services through the Cared Vision Program for approximately 800 individuals, including 900 exams and 800 pairs of glasses.

"In four years, VIP has more than tripled the number of clients it has been able to serve, without increasing its budget, through developing partnerships; first by individual providers, then small nonprofit partners and now large global corporations."

Susan Mattox, Executive Director, Vision is Priceless Council

Services Provided:

- Free or low-cost eye examinations to those who qualify
- Free or low-cost eyeglasses based on need
- Encourage medical volunteers to use their facilities throughout Northeast Florida to offer convenient access to eye care for underserved individuals in the community
- Work with at-risk groups in the region to ensure eye care is a priority, as well as provide services in a linguistically sensitive manner

For more information about this program visit www.visionispriceless.org or call (904) 308-2020.



2012 Sapphire Award Honoree

Organization

Life Management Center of Northwest Florida



Life Management Center
Of Northwest Florida Inc.

Life Management Center (LMC) of Northwest Florida provides comprehensive, integrated care that promotes the health and quality of life of its clients. Headquartered in Panama City with 10 service sites throughout Bay, Calhoun, Gulf, Holmes, Jackson and Washington counties, LMC's multidisciplinary team of professionals offer mental, behavioral, family counseling and substance abuse services to over 11,000 low-income, uninsured and underinsured children and adults, annually.

Notable Achievements:

- LMC, and 17 of its programs, have been accredited by the Commission on the Accreditation of Rehabilitation Facilities (CARF) since 1998. This accreditation is the highest level that can be awarded and includes a rigorous peer review and site visit.
- LMC collaborates with community entities to provide support services, including being the lead agency for the Bay and Gulf counties' delivery of Healthy Families, Florida's most important child abuse prevention initiative.
- 98 percent of families graduating from LMC's Healthy Families child abuse prevention program have not reported further instances of abuse within two years of completion.
- LMC assisted with emergency services during the Gulf oil spill incident and provided counseling after the nationally publicized attack on the Bay County School Board in 2010 in which a gunman opened fire at a board meeting.
- LMC was selected by the National Institute of Mental Health to participate in a research study known as RAISE Early Treatment program, looking at the best ways to help people in early stages of schizophrenia. LMC is one of only two facilities in Florida participating, and one of 35 nationwide.

"LMC is a premier provider of community-based behavioral health care services in Northwest Florida. LMC has a dedicated and supportive board of directors and an executive director who is committed to maintaining quality services. The management team demonstrates teamwork, collaboration and good communication, creating a positive work environment that benefits the persons served. Administrative and professional staff members are a group of skilled, dedicated and caring individuals who are committed to the goals of the organization and service delivery."

Commission on the Accreditation of Rehabilitation Facilities (CARF)

Services Provided:

- Individual, family and group counseling
- Inpatient psychiatric services and psychosocial rehabilitation
- Substance abuse counseling and prevention
- Child welfare services including adoption, foster parent support and supported visitation services
- Training to school counselors, health departments and law enforcement agencies on how best to serve/interact with individuals suffering from mental illness
- A licensed Residential Treatment Facility with 24-hour staff providing psychiatric rehabilitation and respite care

For more information about LMC, visit www.lifemanagementcenter.org or call (850) 522-4485.



2012 Sapphire Award Honoree

Organization

PACE Center for Girls

PACE Center for Girls' (PACE) mission is to provide girls and young women an opportunity for a better future through education, counseling, training and advocacy. PACE annually serves over 2,000 girls, age 12 to 17, in 17 centers across Florida. Ninety percent of the girls PACE serves are eligible for free or reduced lunch. Sixty percent live in zip codes identified by the Department of Juvenile Justice as high-risk for criminal justice system involvement. Over 50 percent are the victims of sexual, physical and/or emotional abuse. And 40 percent come to PACE with a prior criminal charge.



Notable Achievements:

PACE has been recognized as a national model for improving school success, employment and self-sufficiency by such groups as the Annie E. Casey Foundation, Children's Defense Fund, National Mental Health Association, the National Council on Crime and Delinquency and the Office of Juvenile Justice and Delinquency Prevention.

By addressing the unique physical, emotional and mental health needs of girls, PACE has kept 90 percent of its girls out of the justice system and helped 96 percent increase their academic performance.

In 2011, PACE achieved the following:

- 95 percent of girls had no criminal justice involvement one year after leaving PACE.
- 95 percent of girls improved academically, including 79 percent that improved at least one full grade level.
- 92 percent improved their perception and engagement in health and wellness activities.
- 91 percent actively displayed positive self-esteem behaviors.
- 90 percent engaged in healthier relationships with peers and adults.
- 90 percent used new coping skills in stressful situations.
- 88 percent incorporated anger-management practices into their interactions.
- 85 percent increased their understanding of and participated in mental health and emotional wellness improvement activities.
- 85 percent stopped engaging in self-harm actions, recognized the harm being done and/or began and maintained active avoidance of harmful actions.

"Girls who are at risk for becoming involved in the juvenile justice system have significant health and mental health needs. Understanding and addressing these needs is a fundamental part of a holistic and comprehensive treatment plan and is what sets the bar for PACE at the level of excellence."

Shairi R. Turner, M.D., M.P.H., Medical Consultant, Division of Disability Determination, Florida Department of Health

Services Provided:

PACE programs provide the following services: academic education, individualized attention, therapeutic support services, parental involvement, student volunteer service projects, case management, transition services, career preparation and a gender-specific life management curriculum called Spirited Girls!® that teaches positive decision making and lifestyle choices.



2012 Sapphire Award Honoree

Organization

Primary Care Access Network

The Primary Care Access Network (PCAN) is a coalition of 22 public, private, faith-based and government agencies that operate a full range of primary and secondary care services for over 100,000 uninsured residents of Orange County. PCAN is an integrated health network that is funded by sliding-scale fees, as well as federal, state, county and community partner dollars.



Notable Achievements:

Over the past 11 years, PCAN has:

- Expanded primary care services from 5,000 to over 100,000 uninsured patients, annually.
- Grown its volunteer provider base to over 1,600 that now donate over \$5.8 million in services, annually, through 10 acute care clinics (up from two) and the creation of a specialty care clinic.
- Sustained a 25 percent reduction in non-urgent, uninsured emergency department (ED) visits generating \$1.45 million in cost savings, annually, despite a 16 percent increase in the number of uninsured Orange County residents.
- Decreased the number of homeless patients accessing local hospital EDs by 27 percent and, of that number, 68 percent who kept their scheduled appointment with a primary care provider did not return to the ED.
- Reduced the average per patient cost to Orange County for health care services from \$2,000 to \$157.
- Achieved a 98 percent patient satisfaction rate with 95 percent of all patients self-reporting an improvement in their overall health.

"The strength of PCAN is the strong collaboration between the 22 partner agencies including local government, hospital providers, safety net providers, business coalitions, health alliances, foundations and specialty providers whose primary mission is to ensure access to care for vulnerable populations in Orange County focusing specifically on the uninsured and underinsured."

Cindi Kopelman, Past President at Shepherd's Hope, Inc., a PCAN partner agency

Services Provided:

Through a network of 10 FQHC medical homes, 10 acute care clinics, one chronic care medical home, one secondary care clinic and one respite care center, PCAN offers: internal medicine, pediatrics, family practice, geriatrics, obstetrics/gynecology, general and pediatric dentistry, pharmacy and laboratory services (on-site and referral), case management, eligibility assistance, patient education, immunizations, translation, family planning and limited medical transportation, as well as over 30 specialty fields (e.g., orthopedics, radiology, pulmonary, oncology, cardiovascular, etc.).

For more information about PCAN, visit www.pcanorangecounty.com or call (407) 836-7226.



Mission

Blue Cross and Blue Shield of Florida Foundation's mission is to improve the health and well-being of Floridians and their communities. The foundation has an expanding commitment to corporate social responsibility through its five focus areas.

Access to Health Care – Through the Improving Access to Health Care (IMPACT) Grant Program, the BCBSF Foundation will continue to award funds to nonprofit organizations throughout the state that address health care disparities and increase access to quality, health-related services for uninsured Floridians.

Consumer Health – By partnering with communities across Florida, the BCBSF Foundation is making significant strides through the *Embrace a Healthy Florida* Initiative toward reducing and preventing the causes of childhood obesity.

Quality and Safety of Patient Care – Through unique partnerships, programs and philanthropic investments, the BCBSF Foundation will remain committed to developing a diverse, well-trained, frontline-care workforce to meet the health care needs of Floridians.

Health Care System – The BCBSF Foundation recognizes excellence in community health through the annual Sapphire Award. By honoring exemplary organizations, programs and individuals, the BCBSF Foundation will encourage other organizations to replicate successful models and advance the improvement of the health care system.

Quality of Life – The health of a community impacts the health of its people. The BCBSF Foundation will partner in communities to improve: human and social services; diversity and community development; education and literacy; arts and culture; and disaster relief and preparedness.

2012 Sapphire Award Selection Committee

R. Paul Duncan, Ph.D. **Committee Chair 2012**

Director of the Florida Center for Medicaid and the Uninsured; Chairman, Department of Health Services Research, Management and Policy, University of Florida; Gainesville.

Jane Icely

Vice President, Healthy Aging Services, Senior Friendship Centers; Sarasota.

Kristi Krueger

Television News Anchor and Health Reporter, WPLG TV 10; Pembroke Park.

Margaret D. Larkins-Pettigrew, M.D., M.Ed., M.P.P.M., F.A.C.O.G.

Assistant Professor and Director, Global Health, Department of Obstetrics and Gynecology and Reproductive Biology, Case Western University School of Medicine; Cleveland, Ohio.

Alina Perez-Stable, M.S.W.

Department Administrator, Florida International University Herbert Wertheim College of Medicine; Miami.

Penny Ralston, Ph.D.

Professor, Dean Emeritus and Director, Florida State University, Center on Better Health and Life for Underserved Populations; Tallahassee.

Blue Cross and Blue Shield of Florida Foundation

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FLORIDA

Foundation

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SAPPHIRE
AWARD

**Please join the Blue Cross and Blue Shield of Florida Foundation
for the 2012 Sapphire Award Symposium and Presentation
February 17, 2012**

The symposium will feature health care experts and leaders from across the state and nation, including a keynote address from Leighton Ku, PhD, MPH. Dr. Ku is Professor of Health Policy and Director of the Center for Health Policy Research at The George Washington University in Washington, DC.

During the award's presentation individuals, organizations and programs demonstrating excellence and striving to impact Florida's health will be honored.

**Wyndham Grand Orlando Resort, Bonnet Creek
14651 Chelonia Parkway
Orlando, FL 32821**

Pre-registration for the event is required. The cost for the full-day event is \$30. For more information and to register, please visit www.bluefoundationfl.com or call (800) 477-3736, ext. 63215.



Foundation

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